



Social Media

The Club recognises that there is no doubt that social media, including most notably Facebook and Instagram, can bring substantial benefit to an individual or organisation if managed appropriately. Social media provides an opportunity to promote individuals and groups, communicate key messages, as well as allowing individuals to connect and share ideas at a low cost and to a wide audience. However, if not managed appropriately misuse of social media could well be a public relations nightmare for the Club, and depending on the circumstances, could mean that it would face legal or 'regulatory' action.

Remember that social media is an area of public comment, and any person or organisation is liable for any statement it makes in this sphere as if the same statement was being made in the media. Any person or organisation 'running' a 'public' profile, page or account may well have a number of journalists as followers or friends. Thus any comments, posts, photos, videos, etc. provided on social media sites have to be considered the same as communicating with the press/media.

Overall, all members must fully comply with this social media policy. Compliance with this policy is a condition of membership and any noncompliance will be subject to the Club's disciplinary procedures. The Committee has the right to take appropriate action in the event of any member breaching the terms of this policy (this includes family and friends in line with our entourage policy).

Policy Item 1: Be Authentic, Constructive and Respectful On authorised Club Facebook profiles/pages and such as accounts, and indeed on any personal profiles/pages and accounts. All associates with this club must never post malicious, misleading or unfair content about the Club, its members, other Clubs, sponsors, indeed any organisation or person, Must not post content that is obscene, defamatory, threatening (harassing, bullying, etc) disparaging or discriminatory concerning the Club, its members, other Clubs, sponsors, indeed any organisation or person, Must not post comments that you would not say directly to another person or organisation – you must first consider how other people might react before you post. If you respond to published comments that you may consider unfair, always be accurate and professional.

Policy Item 2: Be Respectful and Courteous On authorised Club Facebook profiles/pages and such as accounts, and indeed on any personal profiles/pages and accounts. All Club members must: Think before you post anything or respond to someone on-line and ensure that all of your communications are respectful and courteous. Once you have put something on-line, there is almost no taking it back and it is almost impossible to delete. Your comments may be seen by the media, sponsors, etc and could impact negatively on you and the Club. Avoid getting into heated discussions online or talking about sensitive issues. Speak to a member of the Club's Executive Committee if you feel as though someone is trying to provoke a response from you or harasses/threatens you online. Think very carefully before you post and/or tag an image Be fully aware that the images you share online will reflect on yourself and the Club) so it is important that you consider this before uploading or tagging photos and videos. Also be aware that these photos may be taken out of context and used by the media or other people - so if you are not happy for the image to be shared publicly, it should not be placed on-line, Respect other people's accounts and devices If there is an occasion where a member leaves a mobile phone unattended or has not properly logged out of an account, do not use that person's device or account to harass others or impersonate that person and cause them and/or the Club 'humiliation'.

Policy Item 3: Respect Copyright and Intellectual Property Regarding authorised Club Facebook profiles/pages and such accounts, and indeed on any personal profiles/pages and accounts. All Club members must: Respect other people's intellectual property including trademarked names and slogans and copyrighted material (it is best practice to assume that all content online is protected by copyright). Make sure you have permission to post copyright items, properly attribute the work to the copyright owner where required, and never use someone else's work as if it were your own. If you are unsure as to who might own an item of content, it's better to err on the side of caution and not post the content.

